

## Executive promotions



Ronald L. Buch has been promoted to Divisional Merchandise Manager of Department No. 46 — Men's and Boys' Furnishings.

Mr. Buch

joined K mart in 1950. After managing several Kresge and K mart stores, he served as a District Manager of the Central Region, was promoted to Buyer, then Senior Buyer at KIH. After serving as General Merchandise Manager for Softline Departments at Daici Incorporated in Japan in 1980, he returned to KIH as Senior Buyer of Men's and Boys' Furnishings in 1982.

## First unit to carry name brand items opens

Several months ago K mart began testing apparel assortments in six K mart stores that included up to 50% designer and national brand merchandise. The test included the clothing departments of women, girls, men, boys, infants and fashion accessories.

The move was an attempt to refine all K mart apparel mixes by increasing the emphasis on brand name items.

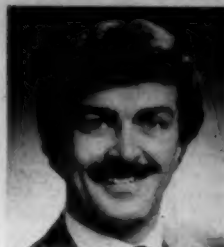
Just recently K mart opened Designer Depot, the first unit to carry these items, located in St. Clair Shores, Michigan. Manager of the prototype store is former co-manager of K mart 3191, Union Lake, Michigan, John E. Rutherford, a 16-year veteran of K mart.

Designer Depot will offer clothing and accessories for the entire family at a savings of 30% to 70% off manufacturers' suggested prices. Mr. Fauber explained that "favorable results from the Jonathan Logan program in 400 K mart stores and from other name brand apparel lines are evidence that today's shopper is looking for quality commonly associated with name brands at the lowest possible prices."

"Our current activities in softlines will help to align that section of our stores with our appliance and other hard goods areas, in which K mart has long been identified as a leading retailer of name brands."

K mart plans to introduce a significant number of upgraded apparel departments to K mart stores in 1983, with proportions of prestige-brand apparel ranging from 15 to 50%.

No plans have been announced for the expansion of Designer Depot; however, Mr. Fauber said K mart could begin as early as next year to open more off-price apparel specialty stores, initially in large markets where income levels indicate the potential to support such a venture.



Michael R. McClure has been promoted to Director of "Media-Momentum" our new "in house" advertising agency. Mr. McClure has been employed by

K mart since 1967 when he started as Advertising Co-ordinator for the Denver, Colorado stores. He continued in his position at K mart 4131 Englewood and K mart 4187 Denver.

In 1968, he was promoted to Assistant to Director of Advertising, then to Roto-gravure Distribution Manager, and Advertising Manager, Roto, Broadcast, Magazines — Softlines — K3 Departments.



Robert A. Mulligan has been promoted to K mart Apparel, Sales Operation and Advertising Manager.

Mr. Mulligan started with K mart in 1953.

After managing several Kresge and K mart stores as well as serving as a District Manager of the Eastern Region, Mr. Mulligan was promoted to Director of Operations, Group 9 Stores at KIH. In 1979 he was appointed to Sales Promotion Manager, and in 1981 to his present position as Director of Promotional Stores.



Thomas M. McGilligan has been appointed to Manager — Merchandise Information.

Mr. McGilligan started with K mart in 1967 as Advertising Manager

at K mart 4218 Appleton, Wisconsin. In 1969, he was promoted to Chicago Area Advertising Coordinator at K mart 4214 Des Plaines, Illinois. Then he was promoted to Regional Advertising Manager of the Midwestern Region, then Co-op Advertising Coordinator at KIH, in August, Broadcast and Magazine Advertising Manager.



Michael W. Moors has been promoted to Advertising Manager, Roto Distribution and Television.

Mr. Moors joined K mart in 1968 as Advertising Manager

at K mart 4187 Denver, Colorado. In 1972, he was promoted to Advertising Manager at K mart 4200 Buena Park, CA.

In 1975, he was then Regional Advertising Manager in the Western Region.



John H. Haller has been promoted to Merchandise Manager, Departments 28-30-46, National Brand and Designer Merchandise. Mr. Haller will work

out of the K mart Apparel Offices in North Bergen, New Jersey.

Mr. Haller joined K mart in 1947. After managing several Kresge and K mart stores as well as serving as District Manager of the Central Region in 1964, he was promoted to Senior Buyer at KIH. Since that time he has served as Divisional Merchandise Manager of Divisions II and III, and his present position of Divisional Merchandise Manager of Department 46 — Men's and Boys' Furnishings.



Donald E. Metz has been promoted to Merchandise Coordinator, Departments 28-30-46, National Brand and Designer Merchandise. Mr. Metz will

work in conjunction with Mr. Haller out of the K mart Apparel Offices in North Bergen, New Jersey.

Mr. Metz joined K mart in 1960. After managing several Kresge, Jupiter and K mart stores as well as serving as District Manager in both Central and Midwestern Regions, he came to KIH as Jupiter Merchandise and Operations Manager. Since that time he was promoted to Buyer and to Advertising Coordinator of Softline Departments. In 1982, Mr. Metz was promoted to his present position of K mart Apparel Sales Promotion and Advertising Manager.